

**ABSTRACT**

A system, method, and apparatus for facilitating information interexchange between a telecommunications network serving a wireless communications device and an information service provider. A Business-to-Business (B2B) engine polls a telecommunications node associated with the telecommunications network serving the wireless communications device for real-time information. The telecommunications node responds by transmitting the requested real-time information to the B2B engine, which, in turn, provides the received real-time information to the information service provider. The information service provider, in turn, provides a service, tailored according to the real-time information received, to a subscriber associated with the wireless communications device.